



1 Range Finder. With action as fast as this, your camera must keep pace with your thinking. Your Argus C-3 lens-coupled, split-field range finder helps you focus fast! Just set the aperture and the shutter speed first, then shoot.

2 F 3.5 anastigmat lens. Get faces splashed with snow-reflected light, and yet completely avoid flare and "ghosts". Your Argus C-3 hard coated lens gives you greater image contrasts, minimizes light reflection losses.

3 Built-in Synchro-Flash. For that breathless moment when your maestro has selected his music and is about to play, your C-3 quick-attachable flash makes the picture yours. In fact it really gives you 2 cameras in one.



See 3 big features in Argus C-3—

MODEL C-3 ARGUS is so worthy a part of your life—indoors and out—that you need it with you constantly. That quick-detachable flash makes it the master of any lighting problem indoors or out. That color-

corrected lens assures you of superb color shots. And it's so compact—only $5\frac{1}{8}$ " long. So light—only weighs 40 ounces. Handsome leather carrying case for handy protection. See the C-3. ARGUS, INCORPORATED • ANN ARBOR, MICHIGAN



America's favorite 35mm. Flash Camera